

# HOW TO ASSESS SUBMISSION REQUESTS

KEEPING UP WITH THE MULTIPLYING  
NUMBER OF SUBMISSION  
REQUESTS IS A DIZZYING TASK.

Below is a framework for assessing  
when to move forward,  
when to slow down and  
when to pass on a submission.

GO

**CLEAR**  
PROCESS,  
GUIDELINES  
& HISTORY

**RIGHT**  
PUBLICATION,  
PRACTICE  
& AUDIENCE

 **TIME & EFFORT** IS WORTH IT.

MAYBE

THEY ARE  
NEW PLAYERS OR  
NEW SUBMISSIONS



PASS

**\$** **PAY**  
— TO —  
**PLAY**

**WRONG**  
**AUDIENCE**

TOO MUCH WORK,  
TOO LITTLE  
**PAYOFF**

**EVERYONE IS A WINNER!** 

popularity  
CONTEST 

**PAST**  
WINNERS  
*are weird*

 **LONDON**  
— IS NOT —  
**CALLING**

*Since most reputable companies are  
in London, not other areas in the U.K.*

**SHADY**  
PROCESS,  
GUIDELINES  
& HISTORY